



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser **Pol/Iss/American Crossroads (13324)**
Agency/T-Code **Crossroads Media (1218)/055317791**
Buyer **SANTUOSO,MICHELLE**
Salesperson **Telerep/Washington DC, Washington DC (1040)**
Product **Political - Issue (1068)**
Brand **AMERICAN CROSSROADS (109861)**
Acct Types **National/Political**
Est/Headline **1274/06394143**
Demo
Revision
Comments **AMERICAN CROSSROADS**
******* THIS IS A CASH IN ADVANCE**

Invoice **652938**
Inv Date **11/25/2012**
Terms **Net 30**
Contract **338659**
Bill Type **Standard**
Period **10/29/2012 - 11/25/2012**

CO-OP/Order Type **No/Normal**
Package
Gen. Date **11/27/2012 1:43:01PM**

Crossroads Media
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

AgM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	1:00:00PM- 3:00:00PM	Day,F-1	11/02/12 2:59PM (Fr)	00:30		USPRTV28ACH	\$1700.00	
2.0	Spot	10:00:00AM-11:00:00AM	Day,F-1	11/02/12 10:46AM (Fr)	00:30		USPRTV24ACH	\$1400.00	
3.0	Spot	10:00:00PM-11:00:00PM	Day,F-1	11/02/12 10:34PM (Fr)	00:30		USPRTV28ACH	\$10000.00	
4.0	Spot	11:00:00PM-11:35:00PM	Day,F-1	11/02/12 11:23PM (Fr)	00:30		USPRTV28ACH	\$4000.00	
5.0	Spot	11:00:00AM-12:00:00PM	Day,F-1	11/02/12 11:59AM (Fr)	00:30		USPRTV28ACH	\$4500.00	
6.0	Spot	12:00:00PM- 1:00:00PM	Day,F-1	11/02/12 12:20PM (Fr)	00:30		USPRTV28ACH	\$2500.00	
7.0	Spot	3:00:00PM- 4:00:00PM	Day,F-1	11/02/12 3:49PM (Fr)	00:30		USPRTV24ACH	\$1500.00	
8.0	Spot	4:00:00PM- 5:00:00PM	Day,F-1	11/02/12 4:55PM (Fr)	00:30		USPRTV28ACH	\$1900.00	
9.0	Spot	5:00:00PM- 5:30:00PM	Day,F-1	11/02/12 5:23PM (Fr)	00:30		USPRTV28ACH	\$4500.00	
10.0	Spot	5:30:00AM- 6:00:00AM	Day,F-1	11/02/12 5:29AM (Fr)	00:30		USPRTV28ACH	\$2000.00	
11.0	Spot	5:30:00PM- 6:00:00PM	Day,F-1	11/02/12 5:53PM (Fr)	00:30		USPRTV28ACH	\$4500.00	
12.0	Spot	6:00:00PM- 6:30:00PM	Day,F-1	11/02/12 6:29PM (Fr)	00:30		USPRTV28ACH	\$6500.00	
13.0	Spot	6:00:00AM- 7:00:00AM	Day,F-1	11/02/12 6:42AM (Fr)	00:30		USPRTV28ACH	\$3500.00	
14.0	Spot	7:00:00PM- 7:30:00PM	Day,F-1	11/02/12 7:12PM (Fr)	00:30		USPRTV24ACH	\$10000.00	
15.0	Spot	7:00:00AM- 9:00:00AM	Day,F-1	11/02/12 7:55AM (Fr)	00:30		USPRTV28ACH	\$4000.00	
16.0	Spot	9:00:00AM-10:00:00AM	Day,F-1	11/02/12 9:11AM (Fr)	00:30		USPRTV28ACH	\$1400.00	
17.0	Spot	1:00:00PM- 3:00:00PM	Day,M-1	11/05/12 2:59PM (Mo)	00:30		USPRTV28ACH	\$1700.00	
18.0	Spot	10:00:00AM-11:00:00AM	Day,M-1	11/05/12 10:09AM (Mo)	00:30		USPRTV28ACH	\$1400.00	
19.0	Spot	11:00:00PM-11:35:00PM	Day,M-1	11/05/12 11:29PM (Mo)	00:30		USPRTV28ACH	\$4000.00	
20.0	Spot	11:35:00PM-12:05:00AM	Day,M-1	11/05/12 11:53PM (Mo)	00:30		USPRTV28ACH	\$4000.00	
21.0	Spot	12:00:00PM- 1:00:00PM	Day,M-1	11/05/12 12:35PM (Mo)	00:30		USPRTV28ACH	\$2500.00	
22.0	Spot	3:00:00PM- 4:00:00PM	Day,M-1	11/05/12 3:32PM (Mo)	00:30		USPRTV28ACH	\$1500.00	
23.0	Spot	4:00:00PM- 5:00:00PM	Day,M-1	11/05/12 4:37PM (Mo)	00:30		USPRTV28ACH	\$1900.00	
24.0	Spot	5:00:00AM- 5:30:00AM	Day,M-1	11/05/12 5:27AM (Mo)	00:30		USPRTV34ACH	\$1500.00	
25.0	Spot	5:00:00PM- 5:30:00PM	Day,M-1	11/05/12 5:14PM (Mo)	00:30		USPRTV28ACH	\$4500.00	
26.0	Spot	5:30:00PM- 6:00:00PM	Day,M-1	11/05/12 5:53PM (Mo)	00:30		USPRTV34ACH	\$4500.00	
27.0	Spot	6:00:00PM- 6:30:00PM	Day,M-1	11/05/12 6:12PM (Mo)	00:30		USPRTV28ACH	\$6500.00	
28.0	Spot	6:00:00AM- 7:00:00AM	Day,M-1	11/05/12 6:29AM (Mo)	00:30		USPRTV28ACH	\$3500.00	
29.0	Spot	7:00:00AM- 9:00:00AM	Day,M-1	11/05/12 8:54AM (Mo)	00:30		USPRTV28ACH	\$4000.00	
30.0	Spot	7:30:00PM- 8:00:00PM	Day,M-1	11/05/12 7:53PM (Mo)	00:30		USPRTV28ACH	\$10000.00	
31.0	Spot	8:00:00PM-10:00:00PM	Day,M-1	11/05/12 8:50PM (Mo)	00:30		USPRTV24ACH	\$25000.00	
32.0	Spot	9:00:00AM-10:00:00AM	Day,M-1	11/05/12 9:57AM (Mo)	00:30		USPRTV24ACH	\$1400.00	
33.0	Spot	12:05:00AM-12:35:00AM	Day,Sa-1	11/03/12 12:43AM (Sa)	00:30		USPRTV28ACH	\$800.00	
34.0	Spot	12:35:00AM- 1:35:00AM	Day,Sa-1	11/03/12 1:42AM (Sa)	00:30		USPRTV24ACH	\$700.00	
36.0	Spot	5:00:00AM- 6:00:00AM	Day,Sa-1	11/03/12 4:59AM (Sa)	00:30		USPRTV28ACH	\$800.00	
37.0	Spot	6:00:00AM- 9:00:00AM	Day,Sa-1	11/03/12 8:54AM (Sa)	00:30		USPRTV28ACH	\$2400.00	
39.0	Spot	8:00:00PM-11:30:00PM	Day,Sa-1	11/03/12 8:56PM (Sa)	00:30		USPRTV34ACH	\$22000.00	
40.0	Spot	9:00:00AM-10:00:00AM	Day,Sa-1	11/03/12 9:54AM (Sa)	00:30		USPRTV28ACH	\$3800.00	
41.0	Spot	11:30:00PM-12:00:00AM	Day,Su-1	11/04/12 11:57PM (Su)	00:30		USPRTV28ACH	\$2250.00	



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Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
42.0	Spot	11:00:00AM-12:00:00PM	Day,Su-1	11/04/12 11:56AM (Su)	00:30		USPRTV28ACH	\$4000.00	
43.0	Spot	12:00:00PM-12:30:00PM	Day,Su-1	11/04/12 12:12PM (Su)	00:30		USPRTV28ACH	\$1800.00	
44.0	Spot	5:00:00AM-6:00:00AM	Day,Su-1	11/04/12 5:38AM (Su)	00:30		USPRTV28ACH	\$900.00	
45.0	Spot	6:00:00PM-6:30:00PM	Day,Su-1	11/04/12 5:59PM (Su)	00:30		USPRTV28ACH	\$4000.00	
46.0	Spot	6:00:00AM-9:00:00AM	Day,Su-1	11/04/12 8:40AM (Su)	00:30		USPRTV28ACH	\$2400.00	
47.0	Spot	1:00:00PM-3:00:00PM	Day,Th-1	11/01/12 2:59PM (Th)	00:30		USPRTV28ACH	\$1700.00	
48.0	Spot	10:00:00AM-11:00:00AM	Day,Th-1	11/01/12 10:08AM (Th)	00:30		USPRTV28ACH	\$1400.00	
49.0	Spot	11:00:00PM-11:35:00PM	Day,Th-1	11/01/12 11:29PM (Th)	00:30		USPRTV24ACH	\$4000.00	
50.0	Spot	12:00:00PM-1:00:00PM	Day,Th-1	11/01/12 12:12PM (Th)	00:30		USPRTV28ACH	\$2500.00	
51.0	Spot	3:00:00PM-4:00:00PM	Day,Th-1	11/01/12 3:37PM (Th)	00:30		USPRTV28ACH	\$1500.00	
52.0	Spot	4:00:00PM-5:00:00PM	Day,Th-1	11/01/12 4:36PM (Th)	00:30		USPRTV24ACH	\$1900.00	
53.0	Spot	5:00:00AM-5:30:00AM	Day,Th-1	11/01/12 5:14AM (Th)	00:30		USPRTV28ACH	\$1500.00	
54.0	Spot	5:00:00PM-5:30:00PM	Day,Th-1	11/01/12 5:13PM (Th)	00:30		USPRTV28ACH	\$4500.00	
55.0	Spot	5:30:00PM-6:00:00PM	Day,Th-1	11/01/12 5:28PM (Th)	00:30		USPRTV28ACH	\$4500.00	
56.0	Spot	6:00:00PM-6:30:00PM	Day,Th-1	11/01/12 5:58PM (Th)	00:30		USPRTV28ACH	\$6500.00	
57.0	Spot	6:00:00AM-7:00:00AM	Day,Th-1	11/01/12 6:14AM (Th)	00:30		USPRTV28ACH	\$3500.00	
58.0	Spot	7:00:00AM-9:00:00AM	Day,Th-1	11/01/12 7:55AM (Th)	00:30		USPRTV28ACH	\$4000.00	
59.0	Spot	7:30:00PM-8:00:00PM	Day,Th-1	11/01/12 7:52PM (Th)	00:30		USPRTV28ACH	\$10000.00	
60.0	Spot	9:00:00AM-10:00:00AM	Day,Th-1	11/01/12 9:12AM (Th)	00:30		USPRTV24ACH	\$1400.00	
62.0	Spot	10:00:00AM-11:00:00AM	Day,Tu-1	10/30/12 10:45AM (Tu)	00:30		USPRTV28ACH	\$1400.00	
63.0	Spot	11:00:00PM-11:35:00PM	Day,Tu-1	10/30/12 11:28PM (Tu)	00:30		USPRTV24ACH	\$4000.00	
64.0	Spot	12:00:00PM-1:00:00PM	Day,Tu-1	10/30/12 12:41PM (Tu)	00:30		USPRTV28ACH	\$2500.00	
65.0	Spot	3:00:00PM-4:00:00PM	Day,Tu-1	10/30/12 3:56PM (Tu)	00:30		USPRTV28ACH	\$1500.00	
66.0	Spot	4:00:00PM-5:00:00PM	Day,Tu-1	10/30/12 4:55PM (Tu)	00:30		USPRTV24ACH	\$1900.00	
67.0	Spot	5:00:00AM-5:30:00AM	Day,Tu-1	10/30/12 5:22AM (Tu)	00:30		USPRTV28ACH	\$1500.00	
68.0	Spot	5:00:00PM-5:30:00PM	Day,Tu-1	10/30/12 5:23PM (Tu)	00:30		USPRTV28ACH	\$4500.00	
69.0	Spot	5:30:00PM-6:00:00PM	Day,Tu-1	10/30/12 5:43PM (Tu)	00:30		USPRTV28ACH	\$4500.00	
70.0	Spot	6:00:00PM-6:30:00PM	Day,Tu-1	10/30/12 6:23PM (Tu)	00:30		USPRTV28ACH	\$6500.00	
71.0	Spot	6:00:00AM-7:00:00AM	Day,Tu-1	10/30/12 6:43AM (Tu)	00:30		USPRTV28ACH	\$3500.00	
72.0	Spot	7:00:00AM-9:00:00AM	Day,Tu-1	10/30/12 7:50AM (Tu)	00:30		USPRTV28ACH	\$4000.00	
73.0	Spot	7:30:00PM-8:00:00PM	Day,Tu-1	10/30/12 7:44PM (Tu)	00:30		USPRTV28ACH	\$10000.00	
74.0	Spot	9:00:00AM-10:00:00AM	Day,Tu-1	10/30/12 9:28AM (Tu)	00:30		USPRTV24ACH	\$1400.00	
75.0	Spot	1:00:00PM-3:00:00PM	Day,W-1	10/31/12 2:24PM (We)	00:30		USPRTV28ACH	\$1700.00	
76.0	Spot	10:00:00AM-11:00:00AM	Day,W-1	10/31/12 10:29AM (We)	00:30		USPRTV24ACH	\$1400.00	
77.0	Spot	11:00:00PM-11:35:00PM	Day,W-1	10/31/12 11:12PM (We)	00:30		USPRTV24ACH	\$4000.00	
78.0	Spot	11:35:00PM-12:05:00AM	Day,W-1	10/31/12 11:53PM (We)	00:30		USPRTV28ACH	\$4000.00	
79.0	Spot	11:00:00AM-12:00:00PM	Day,W-1	10/31/12 11:59AM (We)	00:30		USPRTV28ACH	\$4500.00	
80.0	Spot	12:00:00PM-1:00:00PM	Day,W-1	10/31/12 12:53PM (We)	00:30		USPRTV28ACH	\$2500.00	
81.0	Spot	3:00:00PM-4:00:00PM	Day,W-1	10/31/12 3:27PM (We)	00:30		USPRTV28ACH	\$1500.00	



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Buyer **SANTUOSO,MICHELLE**
Salesperson **Telerep/Washington DC, Washington DC (1040)**
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AgM

Orlando (WFTV)

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82.0	Spot	4:00:00PM- 5:00:00PM	Day,W-1	10/31/12 4:21PM (We)	00:30	USPRTV24ACH	\$1900.00	
83.0	Spot	5:00:00PM- 5:30:00PM	Day,W-1	10/31/12 5:14PM (We)	00:30	USPRTV28ACH	\$4500.00	
84.0	Spot	5:30:00AM- 6:00:00AM	Day,W-1	10/31/12 5:30AM (We)	00:30	USPRTV28ACH	\$2000.00	
85.0	Spot	5:30:00PM- 6:00:00PM	Day,W-1	10/31/12 5:43PM (We)	00:30	USPRTV28ACH	\$4500.00	
86.0	Spot	6:00:00PM- 6:30:00PM	Day,W-1	10/31/12 6:28PM (We)	00:30	USPRTV28ACH	\$6500.00	
87.0	Spot	6:00:00AM- 7:00:00AM	Day,W-1	10/31/12 6:44AM (We)	00:30	USPRTV28ACH	\$3500.00	
88.0	Spot	7:00:00PM- 7:30:00PM	Day,W-1	10/31/12 7:13PM (We)	00:30	USPRTV28ACH	\$10000.00	
89.0	Spot	7:00:00AM- 9:00:00AM	Day,W-1	10/31/12 8:30AM (We)	00:30	USPRTV28ACH	\$4000.00	
90.0	Spot	9:00:00AM-10:00:00AM	Day,W-1	10/31/12 9:17AM (We)	00:30	USPRTV28ACH	\$1400.00	
91.0	Spot	6:00:00AM- 7:00:00AM	Per week (1),Sa	11/03/12 6:45AM (Sa)	00:30	USPRTV28ACH	\$1500.00	
92.0	Spot	1:00:00PM- 4:00:00PM	Per week (1),Fr	11/02/12 3:35PM (Fr)	00:30	USPRTV28ACH	\$1700.00	
93.0	Spot	11:30:00PM-12:05:00AM	Per week (1),Sa	11/03/12 12:06AM (Sa)	00:30	USPRTV28ACH	\$2100.00	
94.0	Spot	9:00:00AM-10:00:00AM	Per week (1),Tu	11/06/12 9:47AM (Tu)	00:30	USPRTV28ACH	\$1500.00	
95.0	Spot	11:00:00AM-12:00:00AM	Per week (1),Tu	11/06/12 11:33AM (Tu)	00:30	USPRTV28ACH	\$3500.00	

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$351,950.00	Total Spots	92
Commission	(\$52,792.50)		
Net Total	\$299,157.50		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.